What is claimed is:

1.   In a system comprising a server-side system and a client-side system communicating through an electronic network, a method for generating a creative in an electronically transmissible format, comprising the steps of:

5   receiving a creative definition;

            determining if the creative definition is a programmable or non-programmable creative definition;

            assembling, if the creative definition is a non-programmable creative, the non-programmable creative; and

10   executing, if the creative definition is a programmable creative, the programmable creative definition to generate the creative.

2.   The method of claim 1 wherein the step of executing the programmable creative definition to generate the creative includes the step of periodically executing the

15   programmable creative definition responsive to a request generated by an advertising system.

3.   The method of claim 1 wherein the step of executing the programmable creative definition to generate the creative includes the step of retrieving, responsive to the

20   programmable creative definition, data from the server-side system.

4.   The method of claim 3 wherein the data is proprietary data.

5.   The method of claim 1 and further including the step of transmitting the creative

25   to a web server for transmission to an end-user.

6.   The method of claim 1 wherein the step of executing, if the creative definition is a programmable creative, the programmable creative definition to generate the creative includes the step of periodically changing text within the creative.

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7.   The method of claim 1 wherein the step of executing, if the creative definition is a programmable creative, the programmable creative definition to generate the creative includes the step of periodically changing an image within the creative.

5   8.   The method of claim 1 wherein the step of executing, if the creative definition is a programmable creative, the programmable creative definition to generate the creative includes the step of periodically changing a hyperlink within the creative.

9.   In a system comprising a server-side system and a client-side system
10 communicating through an electronic network, a system for generating a creative in an electronically transmissible format, comprising:

a processor;

a memory connected to the processor, the memory storing data and instructions for controlling the operation of the processor;

15   the processor operative with the data and control instructions in the memory to perform the steps of

receiving a creative definition;

determining if the creative definition is a programmable or non-programmable creative definition;

20   assembling, if the creative definition is a non-programmable creative, the non-programmable creative; and

executing, if the creative definition is a programmable creative, the programmable creative definition to generate the creative.

25 10.   The system of claim 9 wherein the step of executing the programmable creative definition to generate the creative includes the step of periodically executing the programmable creative definition responsive to a request generated by an advertising system.

11. The system of claim 9 wherein the step of executing the programmable creative definition to generate the creative includes the step of retrieving, responsive to the programmable creative definition, data from the server-side system.

5 12. The system of claim 11 wherein the data is proprietary data.

13. The system of claim 9 and further including the step of transmitting the creative to a web server for transmission to an end-user.

10 14. The system of claim 9 wherein the step of executing, if the creative definition is a programmable creative, the programmable creative definition to generate the creative includes the step of periodically changing text within the creative.

15. The system of claim 9 wherein the step of executing, if the creative definition is a
15 programmable creative, the programmable creative definition to generate the creative includes the step of periodically changing an image within the creative.

16. The system of claim 9 wherein the step of executing, if the creative definition is a programmable creative, the programmable creative definition to generate the creative
20 includes the step of periodically changing a hyperlink within the creative.

17. In a system comprising a server-side system and a client-side system communicating through an electronic network, a system for generating a creative in an electronically transmissible format, comprising:
25 means for receiving a creative definition;
means for determining if the creative definition is a programmable or non-programmable creative definition;
means for assembling, if the creative definition is a non-programmable creative, the non-programmable creative; and
30 means for executing, if the creative definition is a programmable creative, the programmable creative definition to generate the creative.

18.   A program product storing instructions operable on a computer, the instructions operable in a system comprising a server-side system and a client-side system communicating through an electronic network for generating a creative in an

5   electronically transmissible format, the program product storing instructions operable on the computer to perform the steps of:

receiving a creative definition;

determining if the creative definition is a programmable or non-programmable creative definition;

10   assembling, if the creative definition is a non-programmable creative, the non-programmable creative; and

executing, if the creative definition is a programmable creative, the programmable creative definition to generate the creative.

15   19.   In a system comprising a server-side system and a client-side system communicating through an electronic network, a method for generating creatives in an electronically transmissible format, comprising the steps of:

storing a first definition for a non-programmable creative;

storing a second definition for a programmable creative including a program for

20   generating the programmable creative;

executing the first definition to generate a non-programmable creative;

storing the non-programmable creative;

executing the second definition to generate a programmable creative;

storing the programmable creative

25   receiving a request to transmit a creative to a viewer;

selecting, by an advertising system responsive to the request, the programmable creative or the non-programmable creative; and

transmitting the selected programmable creative or non-programmable creative to the viewer.

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20.   The method of claim 19 wherein the step of executing the second definition to generate a programmable creative includes the step of periodically executing the second definition to generate an updated programmable creative.

5   21.   The method of claim 19 wherein the step of executing the second definition to generate a programmable creative includes the step of retrieving, responsive to the program, data from the server-side system for inclusion in the programmable creative.

22.   The method of claim 19 and further including the step of transmitting the selected
10   programmable creative or non-programmable creative to a web server for transmission to the viewer.

23.   The method of claim 19 wherein the step of executing the second definition to generate a programmable creative includes the step of periodically changing text within
15   the programmable creative.

24.   The method of claim 19 wherein the step of executing the second definition to generate a programmable creative includes the step of periodically changing an image within the programmable creative.
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25.   The method of claim 19 wherein the step of executing the second definition to generate a programmable creative includes the step of periodically changing a hyperlink within the programmable creative.

25   26.   In a system comprising a server-side system and a client-side system communicating through an electronic network, a system for generating creatives in an electronically transmissible format, comprising:
        a processor;
        a memory connected to the processor, the memory storing data and instructions
30   for controlling the operation of the processor;

the processor operative with the data and control instructions in the memory to perform the steps of

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storing a first definition for a non-programmable creative;

storing a second definition for a programmable creative including a program for generating the programmable creative;

executing the first definition to generate a non-programmable creative;

storing the non-programmable creative;

executing the second definition to generate a programmable creative;

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storing the programmable creative

receiving a request to transmit a creative to a viewer;

selecting, by an advertising system responsive to the request, the programmable creative or the non-programmable creative; and

transmitting the selected programmable creative or non-programmable

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creative to the viewer.

27.   The system of claim 26 wherein the step of executing the second definition to generate a programmable creative includes the step of periodically executing the second definition to generate an updated programmable creative.

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28.   The system of claim 26 wherein the step of executing the second definition to generate a programmable creative includes the step of retrieving, responsive to the program, data from the server-side system for inclusion in the programmable creative.

25   29.   The system of claim 26 and further including the step of transmitting the selected programmable creative or non-programmable creative to a web server for transmission to the viewer.

30.   The system of claim 26 wherein the step of executing the second definition to

30   generate a programmable creative includes the step of periodically changing text within the programmable creative.

31.   The system of claim 26 wherein the step of executing the second definition to generate a programmable creative includes the step of periodically changing an image within the programmable creative.

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32.   The system of claim 26 wherein the step of executing the second definition to generate a programmable creative includes the step of periodically changing a hyperlink within the programmable creative.

10   33.   In a system comprising a server-side system and a client-side system communicating through an electronic network, a system for generating creatives in an electronically transmissible format, comprising:

means for storing a first definition for a non-programmable creative;

means for storing a second definition for a programmable creative including a

15   program for generating the programmable creative;

means for executing the first definition to generate a non-programmable creative;

means for storing the non-programmable creative;

means for executing the second definition to generate a programmable creative;

means for storing the programmable creative

20   means for receiving a request to transmit a creative to a viewer;

means for selecting, by an advertising system responsive to the request, the programmable creative or the non-programmable creative; and

means for transmitting the selected programmable creative or non-programmable creative to the viewer.

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34.   A program product storing instructions operable on a computer, the instructions operable in a system comprising a server-side system and a client-side system communicating through an electronic network for generating a creative in an electronically transmissible format, the program product storing instructions operable on

30   the computer to perform the steps of:

storing a first definition for a non-programmable creative;

storing a second definition for a programmable creative including a program for generating the programmable creative;

executing the first definition to generate a non-programmable creative;

storing the non-programmable creative;

5   executing the second definition to generate a programmable creative;

storing the programmable creative

receiving a request to transmit a creative to a viewer;

selecting, by an advertising system responsive to the request, the programmable creative or the non-programmable creative; and

10   transmitting the selected programmable creative or non-programmable creative to the viewer.

35.   A method for generating creatives in an electronically transmissible format, comprising the steps of:

15   receiving a creative definition;

determining if the creative definition is for a programmable or a non-programmable creative;

generating, if the creative request is for a non-programmable creative, a non-programmable creative using the creative definition; and

20   generating, if the request is for a programmable creative, a programmable creative using the creative definition.

36.   The method of claim 35 wherein the step of generating, if the request is for a programmable creative, a programmable creative using the creative definition includes

25   the step of periodically executing the programmable creative definition responsive to a request generated by an advertising system.

37.   The method of claim 35 wherein the step of generating, if the request is for a programmable creative, a programmable creative using the creative definition includes

30   the step of retrieving, responsive to the programmable creative definition, data from the server-side system.

38.   The method of claim 37 wherein the data is proprietary data.

39.   The method of claim 35 and further including the step of transmitting the creative
5   to a web server for transmission to an end-user.

40.   The method of claim 35 wherein the step of generating, if the request is for a
programmable creative, a programmable creative using the creative definition includes
the step of periodically changing text within the creative.
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41.   The method of claim 35 wherein the step of generating, if the request is for a
programmable creative, a programmable creative using the creative definition includes
the step of periodically changing an image within the creative.

15   42.   The method of claim 35 wherein the step of generating, if the request is for a
programmable creative, a programmable creative using the creative definition includes
the step of periodically changing a hyperlink within the creative.

43.   A system for generating creatives in an electronically transmissible format,
20   comprising:
        a processor;
        a memory connected to the processor, the memory storing data and instructions
for controlling the operation of the processor;
        the processor operative with the data and control instructions in the memory to
25   perform the steps of
                receiving a creative definition;
                determining if the creative definition is for a programmable or a non-
        programmable creative;
                generating, if the creative request is for a non-programmable creative, a
30   non-programmable creative using the creative definition; and

generating, if the request is for a programmable creative, a programmable creative using the creative definition.

44.   The system of claim 43 wherein the step of generating, if the request is for a programmable creative, a programmable creative using the creative definition includes the step of periodically executing the programmable creative definition responsive to a request generated by an advertising system.

45.   The system of claim 43 wherein the step of generating, if the request is for a programmable creative, a programmable creative using the creative definition includes the step of retrieving, responsive to the programmable creative definition, data from the server-side system.

46.   The system of claim 45 wherein the data is proprietary data.

47.   The system of claim 43 and further including the step of transmitting the creative to a web server for transmission to an end-user.

48.   The system of claim 43 wherein the step of generating, if the request is for a programmable creative, a programmable creative using the creative definition includes the step of periodically changing text within the creative.

49.   The system of claim 43 wherein the step of generating, if the request is for a programmable creative, a programmable creative using the creative definition includes the step of periodically changing an image within the creative.

50.   The system of claim 43 wherein the step of generating, if the request is for a programmable creative, a programmable creative using the creative definition includes the step of periodically changing a hyperlink within the creative.

51.   A system for generating creatives in an electronically transmissible format, comprising:

        means for receiving a creative definition;

        means for determining if the creative definition is for a programmable or a non-

5   programmable creative;

        means for generating, if the creative request is for a non-programmable creative, a non-programmable creative using the creative definition; and

        means for generating, if the request is for a programmable creative, a programmable creative using the creative definition.

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52.   A program product storing instructions operable on a computer, the instructions operable in a computer for generating creatives in an electronically transmissible format, the program product storing instructions operable on the computer to perform the steps of:

15   receiving a creative definition;

        determining if the creative definition is for a programmable or a non-programmable creative;

        generating, if the creative request is for a non-programmable creative, a non-programmable creative using the creative definition; and

20   generating, if the request is for a programmable creative, a programmable creative using the creative definition.